



**LOUISIANA DIGITAL**  
CONSORTIUM

LDC Spring 2021 Membership Meeting

June 1, 2021

10 am - via Zoom

[Approval of fall 2020 membership meeting minutes](#) - no corrections were stated. Carol Bartels moved to approve the minutes. Pat Vince seconded. The membership approved the fall 2020 meeting minutes.

Chair's report

General strategic priorities established for the year included formalizing the work of the Social Media and Marketing committee. Annie will share more in the meeting.

Improve the LDL and the LDC web presence. Scott Jordan led this effort with the LDL steering committee.

Later in the meeting, we will propose another exec board position or someone to more formally work on the LDC website.

Another priority was to Increase LDC Membership.

We added two new members this past year. Amistad Research Center and Ascension Parish Public Library joined the LDC since the fall meeting. We are happy to welcome them. The LSU has been working on onboarding them and getting them trained and able to add their collections.

Membership benefits in progress and will continue to work on this next year.

Treasurer's report - Andrew Olinik

No one traveled this year due to the pandemic. We are waiting for two institutions to pay the membership dues. The final budget for this past fiscal year was \$58,121.74. Andrew asked for comments or questions. Total proposed expenses for FY22 are \$7,430 leaving the consortium

with \$50,691.74. Gina reminded everyone that there will be two more membership fees coming into the account.

Pat Vince asked how many members do we have now? Gina said that you can count the number of thumbnails on the LDL homepage. Gina and Carol were not sure. Carol thought there were about 27 members.

Approval of FY22 budget - Tim Stamm from Delgado moved to approve. Scott Jordan from ULL seconded the motion.

**Proposed  
Louisiana Digital Consortium Budget  
July 1, 2021 - June 30, 2022**

	PROPOSED Budget	Actual Budget	
Beginning Balance			\$58,121.74
<b>Expenses</b>			
Discovery Garden Maintenance Contract	\$5,000.00		
Promotion, Publicity and Marketing	\$500.00		
Social Media	\$200.00		
Travel for LDC Trainers/Training	\$500.00		
Outreach Materials	\$750.00		
Blue Host Website Hosting	\$130.00		
Social Media Design Contest	\$250.00		
Membership Meeting Supplies/Refreshments			
Fall	\$50.00		
Spring	\$50.00		
<b>Total Proposed Expenses</b>	<b>\$7,430.00</b>		
<b>Proposed Ending Balance</b>			<b>\$50,691.74</b>

Respectively Submitted by  
Andrew Olinik  
LDC Treasurer  
June 1, 2021

Approved on: \_\_\_\_\_

Election of FY22 officers - ballot link - <https://forms.gle/HtzkwVuMgkwbtt8M9>

Carol B. led the board elections. Carol announced the candidates and asked for any nominations from the floor. No nominations were given. Carol directed the voting representatives to the ballot to vote.

Member-at-Large

Sean Knowlton

Will Olmstadt

Meg Placke for Vice-Chair/Chair-Elect

Voting representatives only, please!

Committee Reports

- Social Media & Marketing -  
[https://drive.google.com/drive/folders/12e08S7\\_VwF0Vc68MH7htVpvRCFM3YJ4m?usp=sharing](https://drive.google.com/drive/folders/12e08S7_VwF0Vc68MH7htVpvRCFM3YJ4m?usp=sharing)

### **Social Media and Marketing Committee**

Leah Powell Duncan, Gina Costello, Annie Mahoney Fontenot, Lora Amsberryaugier, Michelle Riggs, Sean Knowlton

The LDC Social Media and Marketing Committee is responsible for using social media and other marketing forms to educate the public, promote the LDL, connect and engage members, and grow the LDC membership.

New Strategies

New Strategies

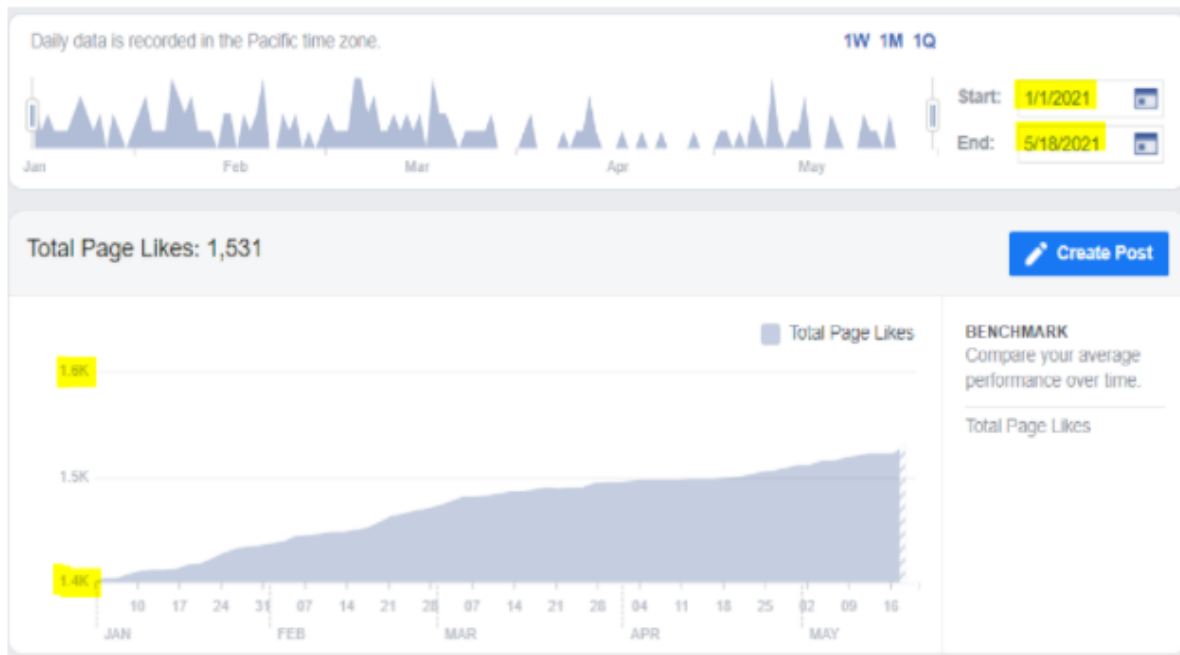
- Requested reviews on Facebook – having a lot of reviews can increase Facebook traffic
- Started contact list of LDC institutions' social media managers
- Goal to get 2,000 page likes and follows by 2021 Q4
- Find ways to increase traffic to the website
- identified State Digital Libraries in the southeast and like their pages as LDL
- LDC question - Groups following us – always follow back or only mission-aligned?

Social Media Reports

- Facebook insights 1/1/21 – 5/18/21

- o In that time span only 6 people clicked on the website link on our facebook page, how many clicked in posts?
- o 1,645 Page Followers – up from 1,385 on 11/02 for a total of 260 new followers since the last report.
- o 1,531 Page Likes – up from 1,297 on 11/02 for a total of 234 new likes since the last report.


§ graph below shows a steady increase, 6 unlikes in that period.



**1,716 Posts' organic reach** (meaning no paid promotion of the post) **up** from last report.  
Most engaged-with post:

**Louisiana Digital Library**  
February 11 · 🌐

Anyone else fascinated by portraits of unidentified women? 🤔👀👉  
#ThrowbackThursday Louisiana State Museum  
<https://louisianadigitallibrary.org/islands.../ism-mpc%3A161...> See More



**188** People Reached

**10** Reactions, Comments & Shares 🗨️

<b>6</b> Like	<b>6</b> On Post	<b>0</b> On Shares
<b>2</b> Love	<b>2</b> On Post	<b>0</b> On Shares
<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**10** Post Clicks

<b>4</b> Photo Views	<b>0</b> Link Clicks 🗨️	<b>6</b> Other Clicks 🗨️
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

- Other Facebook insights – see appendix for demographics

• Twitter insights 1/1/21 – 5/18/21

- We posted 38 times
- We received about 41,000 impressions. An “impression” counts as anytime a tweet shows up on someone’s timeline, regardless of whether or not the user interacts with it.
- Our profile was visited 1,184 times.
- We gained 25 new followers.

**Louisiana Digital Library** @LouisianaDigLib  
...And that's a wrap!  
👏👏👏👏

The #LDasData Speaker Series is now fully online!  
What a ride it's been!

@dorothyjberry, @toniasutherland, @JPerkSmith, @profwernimont, @ArchivistBrianC, @mreilly1959, @sharonmleon, Alex Torres @HumanitiesAmped

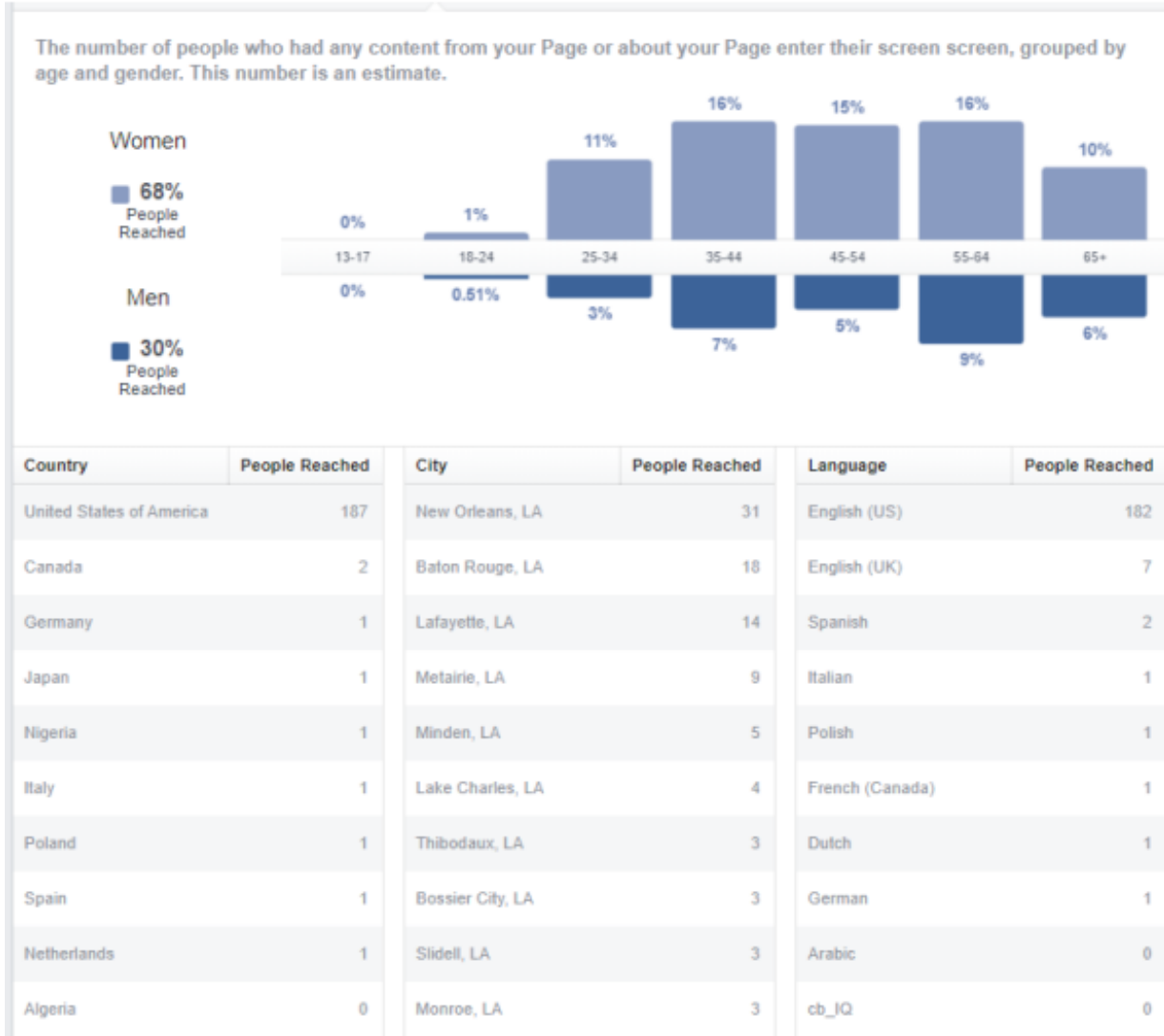
[https://www.youtube.com/playlist?list=PLCxbFe0W17cPkkJ0MbnN2uA2QILT\\_TPA0...](https://www.youtube.com/playlist?list=PLCxbFe0W17cPkkJ0MbnN2uA2QILT_TPA0...)

Impressions	4,252
Total engagements	60
Likes	21
Detail expands	16
Link clicks	13
Retweets	8
Profile clicks	2

Insight: tagging other active twitter users is one of the best ways to increase engagement with a post.

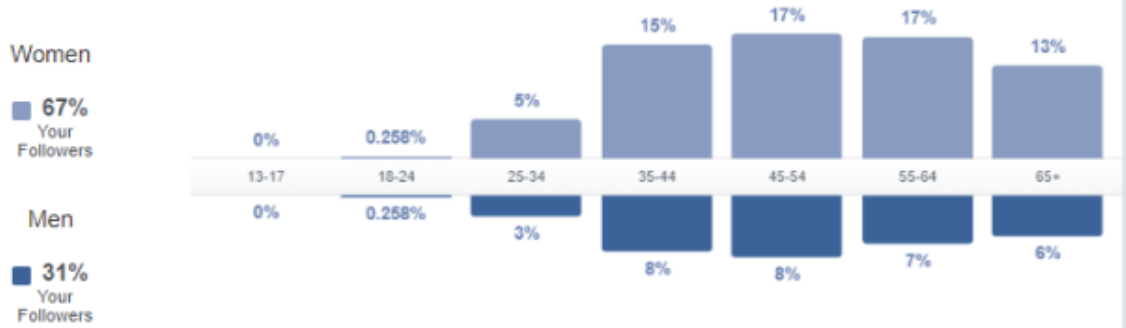
## Appendix A - Demographics

### Reach



## Followers

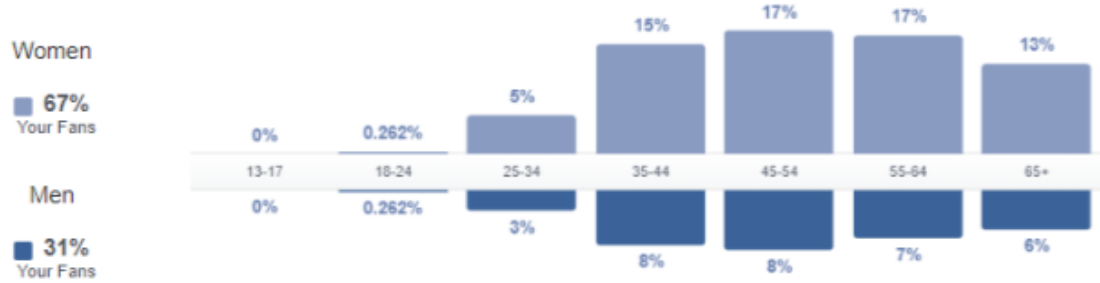
The people who follow your Page. This number is an estimate.



Country	Your Followers	City	Your Followers	Language	Your Followers
United States of America	1,490	New Orleans, LA	190	English (US)	1,466
Canada	9	Baton Rouge, LA	73	English (UK)	41
India	6	Lafayette, LA	52	Spanish	8
Germany	5	Metairie, LA	40	French (France)	7
France	3	Houston, TX	20	Portuguese (Brazil)	4
United Kingdom	3	Lake Charles, LA	15	German	4
Portugal	2	Slidell, LA	15	French (Canada)	3
Brazil	2	Houma, LA	15	English (Pirate)	3
Indonesia	2	Covington, LA	14	Italian	2
Italy	2	Monroe, LA	13	Spanish (Spain)	2

## Fans

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	1,465	New Orleans, LA	189	English (US)	1,442
Canada	9	Baton Rouge, LA	70	English (UK)	39
India	6	Lafayette, LA	50	Spanish	8
Germany	5	Metairie, LA	41	French (France)	7
France	3	Houston, TX	21	Portuguese (Brazil)	4
United Kingdom	3	Lake Charles, LA	15	German	4
Portugal	2	Houma, LA	14	French (Canada)	3
Brazil	2	Covington, LA	14	English (Pirate)	3
Indonesia	2	Slidell, LA	13	Italian	2
Mexico	2	Monroe, LA	13	Spanish (Spain)	2

Anne announced the design competition. Those interested in participating should email her. The design should be either a postcard or bookmark featuring an image from the LDL. As part of that competitors should get active on the LDC social media with posts.



## 2021 Summer Design Competition Announcement

The LDC Social Media and Marketing Committee invites you to participate in a fun competition with a great prize! We are asking you to submit a design idea for print materials and creative social media posts, and in return your institution could receive print materials featuring your LDL collections. Here is all you need to do to be entered into the competition:

1 – Contact the Social Media and Marketing Committee and let them know you're in! Anne Mahoney Curator@BayouVermilionDistrict.Org

2 – Design a print item, such as a postcard or bookmark, that creatively features an item or collection from the LDL.

3 – Get active on our social media representing your collections by becoming a Facebook admin and scheduling themed posts for a month.

Do this by June 10th so the judges can vote on your submissions!

**Prize: Print materials featuring the winning institution's collections**

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**Prize: Print materials featuring the winning institution's collections**

The winner will receive promotional materials featuring content from their LDL collections. Anne looks forward to seeing people's emails in her inbox in the next week or so.

- LDL Development Steering Committee- Scott Jordan

We rebranded the committee to focus on the continuing development and maintenance of the LDL.

The members are Scott Jordan, chair, Charlene Bonette, Melissa Eastin, Elisa Naquin, Patti Threath, Will Conlin. Scott would like to add one more member since the departure of Elizabeth Kelly.

Met three times and will try to meet quarterly.

We discussed the multi-institutional tile for multi-institutional projects that existed before the migration to Islandora. There are three projects, Free People of Color, Louisiana Newspapers, and Teaching Louisiana History.

Overall, we think the multi-institutional tile is a good feature to implement permanently. The committee feels that unless the membership objects to it or the LSU development team objects to it as a technological problem, we would like to implement these tiles. The other implementation is to add links to our subject guides. Adding future multi-institutional projects may be a bit too much considering the amount of time they require. Maybe only 3-4 at a time.

Other things discussed were improving ingest capabilities, batch importing, and using tools like open-refine, and thinking of a way to make it more accessible to the membership to add more complex collections.

For this last meeting, I neglected to add Will Conlin and Michael Stuart and apologized to them for not being included in this past meeting. They will be included in future meetings as non-voting members.

Updated LDL Submission Agreement

Sophia Ziegler, Head of Digital Programs, and Darcee Olsen, Director of Copyright & Scholarly Communication Policy, LSU Libraries.

The goals of the revision so that's why so the three primary goals were to clarify LSU responsibility to the content providers to clarify content providers' responsibilities, primarily in terms of description and access.

We were also aiming to combine the submission agreement with the appendix so as you're likely we call we've been sharing, both in agreement and a collection development document that new members, which was not a very concise means of communicating and often added additional confusion.

Ownership clause to forward any comments or needed corrections to the content owners.

The content of the LDL is open to everyone to use so be mindful of potentially sensitive content.

LSU can make copies of the material and the audio for purposes of keeping the software running and for upgrading to new version switching platforms and other routine work.

This doesn't imply that LSU is taking on the responsibility of the long term, digital preservation so again this is keeping with the work that we've been doing all along, and the language is just meant to clarify this, and again sort of putting us more in line with other content platforms in general.

LSU is adding a link to the metadata resources so that content providers use them.

ADA compliance section to protect the LDC and to ensure that all content in the audio can be used by all individuals. It says the content provider will present its data in a form compliant with audio policies and practices designed to comply with the Americans with Disabilities Act.

Copyright and permissions, which is a new addition, this is in part from the copyright clause of the original collection policy to Appendix and then additional details are added for clarity.

The content provider asserts that the underlying work it digitizes is within one of four categories, the content is in the public domain. The copyright is held by the content provider, the content provider has obtained permission or the submission is an exercise with the content provider's rights under Section 107 and 108.

The last one, so this is in part from the ownership part of the original appendix and just simply says that ownership of the digital content remains with the institutional copyright holder and LSU does not claim ownership of the content.

Sophia allowed time for questions. Noone had any questions.

Gina thanked Sophia and Darcee for taking this on. This agreement that you signed when you joined the LDC. The current document is six years old.

The next step is to wait a week for comments or feedback. Let Sophia know if

By the end of this month, we'll start sending it out to the representatives to have it signed.

## New Business

LDC website management responsibilities - We are looking for an individual or committee to take on updating and managing the website.

Lora is willing to help with maintenance but doesn't have enough time to do it justice.

Things needed: post minutes, upcoming training, the search box for the LDL no longer searches the LDL. This needs to be updated.

Lora proposed establishing a web administrator for the LDC. To make this an official title to allow the person who takes this role to have an official service

## Other Announcements

- LDL training resources - a reminder of the existence of tools on the LDL site.

Gina expressed thanks to Carol for serving as she rotates off the LDC Executive Board.

Carol Bartels announced the winners of the election  
Sean Knowlton will be the new Member-at-Large and Meg Placke will be the new Vice-Chair/Chair-Elect.

Gina expressed hope that this fall the LDC may meet in person.

Laurie Phillips announced that Loyola is advertising for a Digital Collections and Archivist. The position is closing soon. This is a one-year appointment.

Scott Jordan announced that he is working on a collection of oil industry transcripts. There are about 750 transcripts. Three universities contributed to this collection. University of Arizona, UL-Lafayette, and the University of Houston.

Sean Knowlton introduced Maddie Wieand as the Digital Production Coordinator at Tulane. She is working with its digital library.

Jennifer Long with Amistad (formerly of New Orleans Jazz Museum) introduced herself to the other members.

Gina concluded the meeting by thanking everyone for their understanding and patience when she asked to reschedule the meeting due to the inclement weather and flooding that disrupted work for many on the original meeting date.

Scott Jordan will be leading the next meeting and Gina will continue to serve as past chair.

Gina expressed her appreciation for all the work the members did to contribute to the LDL and that everyone should be proud of the great resource it is for the state.

The meeting adjourned at 11:30 am

Respectfully submitted by Lora Amsberryaugier, LDC Secretary